

Is there additional information

available on this subject? The Food Marketing Institute has developed a publication on price verification for stores. This may be ordered through their research department at:

The Research Department
Food Marketing Institute
800 Connecticut Avenue
Washington DC 20006

Questions? Additional questions or concerns about the material addressed in this brochure can be referred to your municipal weights and measures official(s), to the State Consumer Protection Hotline at 800/422-7128 or to one of the following State Consumer Protection Offices:

Northeast Region
Suite 146A
Pkwy
200 N Jefferson
Green Bay WI 54301
920/448-5110

Northwest Region
3610 Oakwood Hills

Eau Claire WI 54701
715/839-3848

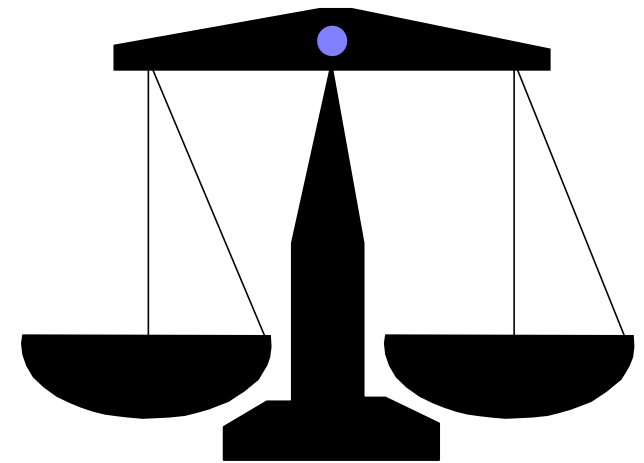
Southeast Region
Suite C
10930 W Potter Rd
Milwaukee WI 53226
414/266-1231

Southwest Region
2811 Agriculture Dr
PO Box 8911
Madison WI 53708
608/224-4960

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Weights and Measures Section
2811 Agriculture Dr, PO Box 8911, Madison WI 53708-8911
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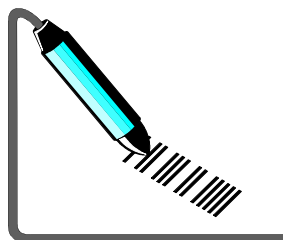
THE BASICS OF SCANNERS



**Wisconsin Department of Agriculture,
Trade and Consumer Protection**

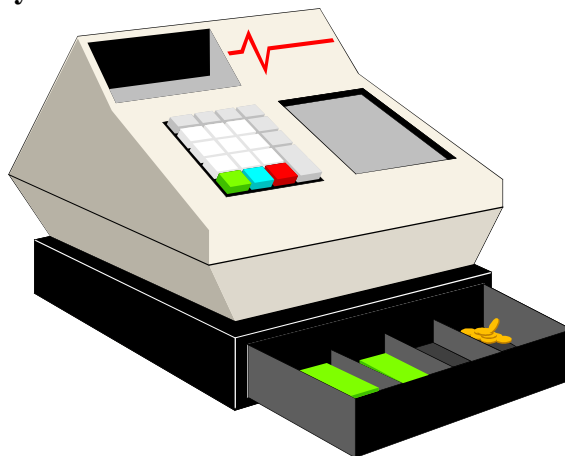
Weights and Measures Section
Who regulates scanners? Scanners are regulated by Weights and Measures officials under the authority of Chapter 98, Wis. Stats.

What does the law say about price discrepancies? State statute specifies that it is illegal for a person to represent a false quantity or price in connection with the purchase, sale, or advertising of any commodity, thing or service. **Therefore, the price charged by a scanner and cash register system for an item must agree with the price that is advertised or displayed for that item.**



What is the appropriate way for store management to implement price changes? Price changing procedures must ensure that the customer is never required to pay more for an item than the amount that is advertised or displayed. **Thus, when an item is going down in price, the price must be reduced in the scanner and cash register system before it is reduced in any advertisement or display. Likewise, when an item is going up in price, the price must be increased in**

the advertisement or display before it is increased in the scanner and cash register system.



What if there is a discrepancy between the price charged and the price advertised or displayed? If the price charged is more than the price advertised or displayed, store management must refund the customer the difference between the amounts. If the price charged is less than the price advertised or displayed, the customer must only pay the lesser of the two. In all cases store management must take whatever steps are necessary to permanently correct the pricing error.

What must store management do to inform customers of their right to a refund? By law, a person who sells a commodity or thing and uses an electronic scanner to record the price must display, in a conspicuous manner, a sign stating that if a customer is charged a price that is higher

than that which is advertised or displayed, the customer has the right to a refund of the difference between the amounts.

What steps should store management take to ensure that the price charged matches the price advertised or displayed? Store management should ensure that all signs indicating price changes are placed and/or removed in a timely manner. Management should make certain that store personnel are posting price reduction signs in the correct locations and for the correct products. Steps should be taken to ensure that items are stocked in the correct locations, and a procedure developed to monitor merchandise that may have been moved or replaced in the wrong location by customers. In addition, it is recommended that store management implement a self-inspection program whereby advertised and displayed prices are compared to scanned prices at the check-out.

What if price changes are entered into the system by outside vendors? Store management is accountable for all pricing errors. Procedures should be developed to monitor vendor pricing changes to ensure accuracy and timeliness.

